

# Barriers & Benefits

Specific Behavior	Perceived Barriers <sup>1</sup>	Perceived Benefits	Type
Desired Behavior	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive
Undesired Behavior	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive

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<sup>1</sup> Prioritize the barriers and benefits for the behavior you wish to encourage and then do the same for the behavior you wish to discourage. It may be helpful to think of *impacts* as *why* you are delivering your program, while barriers and benefits are what *influence* your audience to participate in your program. While identifying and prioritizing the barriers and benefits, *refrain* from discussing strategies to overcome them.